



THE KING'S TRUST AUSTRALIA AWARDS 2025

Sponsorship Opportunities



Caption (L to R): Dylan Conway and Natasha Elford, Winner and Finalist of the 2024 Rising Star Award, respectively.

THE KING'S TRUST

Working for young people

In 1976, a forward-looking Prince saw potential in young people.
He saw sparks of innovation.
He heard the voices of tomorrow.
He created the blueprint for change.
A vision that laid the groundwork for their future.
For almost 50 years, he has given his full backing to the next generation.

Today, we are The King's Trust.
We have supported more than one million brilliant young people.
Our work continues in over 20 countries.
We empower young people to build their skills and confidence.
To realise their dreams.
To build a brighter future for themselves, their families and their communities.
We serve young people.
Because their success is the world's future.
When we deliver, they achieve.

Image: Their Majesties on a Royal Tour of Australia (October 2024)



OUR AMBITION

To help young people discover who they are,
what they're living for, and how to make a
living.

Who we are

After ten years of success with diverse communities across the country, The King's Trust Australia now focuses on education, employment and enterprise pathways for young people. This work is underpinned by ten research-backed enterprise skills, evidenced models for youth development, and complemented by a care-focused ethical framework.

His Majesty King Charles III is the Founder of The King's Trust Australia, formerly Prince's Trust Australia.

The Hon Julie Bishop is Chair of The King's Trust Australia.

The inaugural King's Trust Australia Awards

The Trust is delighted to celebrate the inaugural The King's Trust Australia Awards in 2025 (formerly Beyond Service Awards).

These awards continue to celebrate the entrepreneurial achievements of Australia's veteran and family business community, while championing the successes of young people and those who support them in education, employment and enterprise.

RISING STAR AWARD

Recognising the outstanding efforts of a veteran or ADF family business owner/operator 35 years old and under.

Open for public nomination.



Images (L to R): Dylan Conway, Winner of the 2024 Rising Star Award; Natasha Elford, Finalist for the 2024 Rising Star Award with the Governor-General of Australia.



COMMONWEALTH BANK BUSINESS OF THE YEAR AWARD



The peak award recognising the outstanding efforts of veterans, ADF partners and spouses in business(es).

Open for public nomination.

Image: Ryan Carmichael, Founder of The Whiskey Project, and winner of the 2024 Commonwealth Bank Business of the Year Award with his partner (L) and the Governor-General of Australia (R).



YOUNG ACHIEVER AWARD

Recognising the outstanding achievements of a young person aged 16 - 35 years old.

Nominee must have participated in a programme associated with The King's Trust Australia.*

*This includes collaborative partnerships with organisation and educators that use The King's Trust Australia's learning frameworks and resources.

Image (L to R): 2024 Beyond Service Awards Finalist James Koens, Founder of Sentinel Aviation with The Hon Julie Bishop, Chair of The King's Trust Australia



VEOLIA SUSTAINABILITY AWARD

Recognising the outstanding achievements of an individual, project or business whose innovative work is having a positive impact on the environment or local community.

Nominee must have participated in a programme associated with The King's Trust Australia.*

*This includes collaborative partnerships with organisation and educators that use The King's Trust Australia's learning frameworks and resources.





EDUCATOR OF THE YEAR AWARD

Recognising the outstanding efforts of educators, mentors, trainers and facilitators working with young people within schools and non-school environments.

Open for public nomination.



EMPLOYER OF THE YEAR AWARD

Recognising the outstanding achievements of an employer or recruitment agency supporting young people from marginalised backgrounds into employment.

Open for public nomination.



GOLD SPONSOR

- Naming rights for an available Award.
- Peak recognition across digital media, including The King's Trust Australia and affiliate channels and priority logo placement.
- Priority recognition before and during the awards ceremony, including on invitations and during speeches.
- Invitation to The King's Trust Awards ceremony (up to 6 guests) and a two minute event speaking opportunity.
- Curated stories on the winners and finalists for use on internal and external communications, and promotional items for company use, including email footer and social media tile.
- Invitation to judge the relevant Award category nominations.
- Invitation to The King's Trust Awards in London in 2026.



\$50,000 + GST

SILVER SPONSOR

- Presentation rights for one 2025 Award category and sponsorship recognition for the chosen category.
- Recognition across digital media, including The King's Trust Australia and affiliate channels.
- Recognition before and during the awards ceremony, including on invitations and during speeches.
- Invitation to The King's Trust Australia Awards ceremony (4 guests) and a one minute event speaking opportunity.
- Stories on the winners and finalists for use on internal and external communications, and promotional items for company use, including email footer and social media tile.
- Invitation to judge the relevant Award category nominations.

Images (L to R): The Governor-General of Australia with a Beyond Service Awards attendee; Patrons and guests of The King's Trust Australia, including Jenny Morrison and Midori Miyazaki, Representative of Dr. Handa's Worldwide Support for Development.

\$20,000 + GST



BRONZE SPONSOR

- Logo placement across digital media, including The King's Trust Australia and affiliate channels.
- Recognition during the awards ceremony, including logo placement.
- Promotional items for company use, including email footer and social media tile.
- Invitation to The King's Trust Australia Awards ceremony (2 guests).



Image (L to R): 2023 Winner of the New Mission Award Karyn Hinder, Founder of Working Spirit with Marc Bryant, Representative from Saab Australia.

2 available at \$10,000 + GST



AWARDS SCHEDULE

May	Sponsorship reviewed & finalised
2 June	Award nominations open & promotion of 2025 awards begin
30 June	Award nominations close
14 - 31 July	Judging period
11 August	Announcement of finalists
September	Finalist media curated
October	Ceremony and announcement of winners

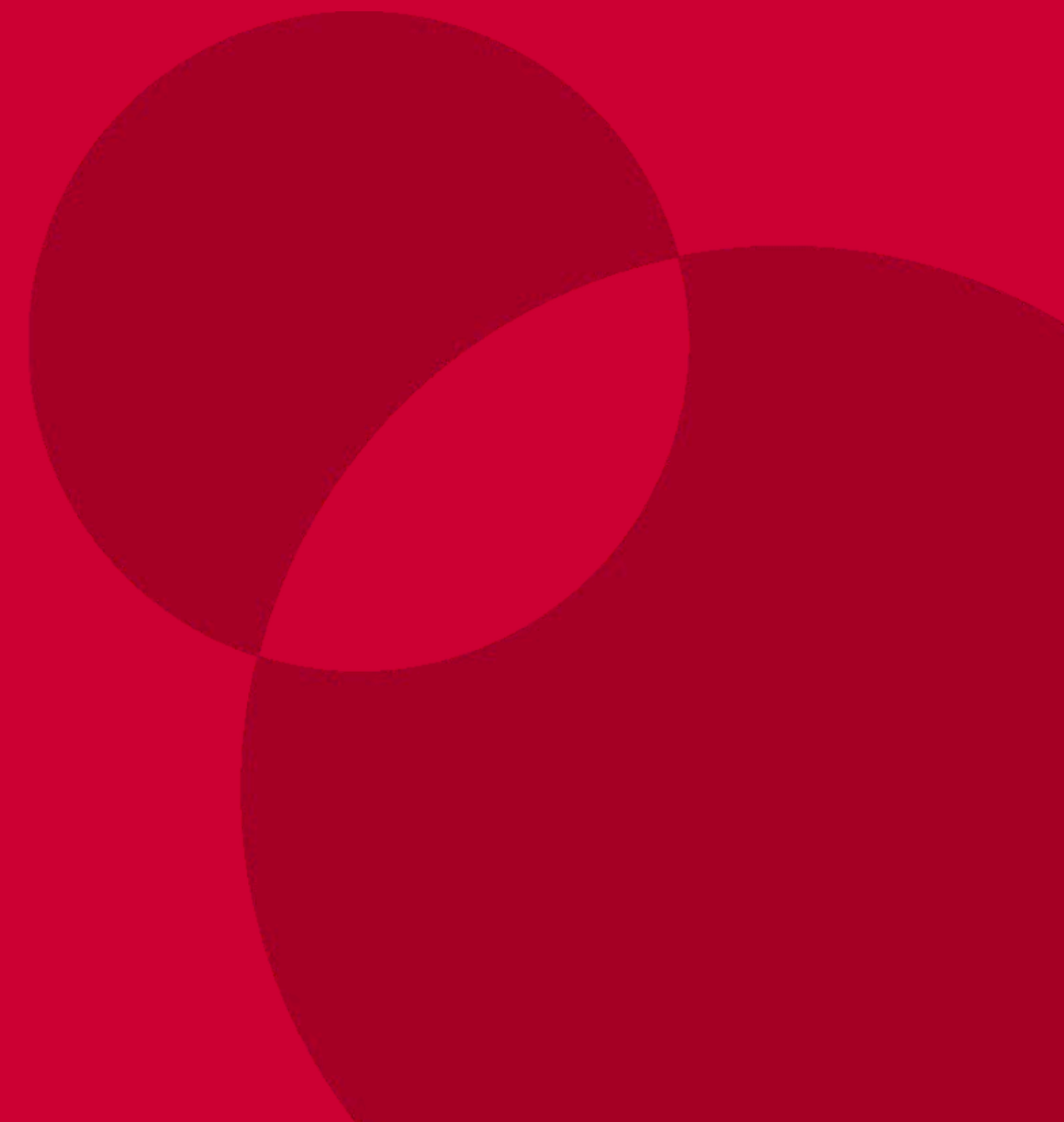
Dates subject to change. All sponsors will be notified of any changes to the proposed schedule.

MEDIA

The King's Trust Australia Awards will be promoted across all of The Trust's digital channels, the digital channels of our sponsors and attendees, and shared with Australian media outlets. The Trust will also engage the following networks and publications, among others:

- Australian Defence Magazine (Circulation 75,000+)
- Cool.org (formerly Cool Australia)
- Department of Veterans' Affairs VetAffairs
- Department of Defence Newspapers (Circulation 44,800+)
- Defence Connect
- The King's Trust Group
- The Daily Aus
- The Hon Julie Bishop (110,000+ followers)
- The Governor-General of Australia
- Youth-focused radio opportunities, for example Triple J and Nova

The Trust is exploring a media partner for the 2025 King's Trust Australia Awards.





michelle.endacott@kingstrust.org.au

Michelle Endacott

Chief Executive

jasmine.coopersutton@kingstrust.org.au

Jasmine Cooper Sutton

Director of Impact



Images (L to R): The Governor-General of Australia with The Hon Julie Bishop and representatives from the Commonwealth Bank; Attendees of the 2024 Beyond Service Awards; Master of Ceremonies Jarryd Goundrey, Enterprise alumnus and comedian.